

Sportswear in Turkey

Market Direction | 2024-12-13 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Sports footwear is in high demand for its performance and comfort and is experiencing a notable surge as more individuals opt for comfort-driven choices over formal products in their everyday use. Turkish consumers increasingly demand technology that adds value, and manufacturers will increasingly be expected to develop and introduce more technologically advanced products. The rising interest in running is driving demand for performance-oriented sportswear tailored for comfort and catering to di...

Euromonitor International's Sportswear in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sportswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Sportswear in Turkey
Euromonitor International
December 2024

List Of Contents And Tables

SPORTSWEAR IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Leading players continue to dominate in sportswear

Focus on female demographics in sportswear

Less formal working attire supports athleisure trend

PROSPECTS AND OPPORTUNITIES

Sportswear faces a buoyant growth period

Consumers embrace functional sportswear

Fashion brands to show greater interest in sportswear

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2019-2024

Table 2 Sales of Sportswear by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Sportswear: % Value 2020-2024

Table 4 LBN Brand Shares of Sportswear: % Value 2021-2024

Table 5 Distribution of Sportswear by Format: % Value 2019-2024

Table 6 Forecast Sales of Sportswear by Category: Value 2024-2029

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN TURKEY

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 9 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 14 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 17 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 18 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 19 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sportswear in Turkey

Market Direction | 2024-12-13 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-18"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com